

KidneyMarch

MARCHER CENTRE GUIDE



Step-by-step instructions on how to use all the valuable features in your Marcher Centre to easily expand your fundraising reach!

WHAT DO YOU WANT TO DO?

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[Personalize Your Page\(s\) – Page 3](#)

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LOGIN & EXPLORE

LOGIN TO THE MARCHER CENTRE

Congratulations on starting your fundraising campaign!

Fundraising is a truly rewarding experience. But how should you get started?

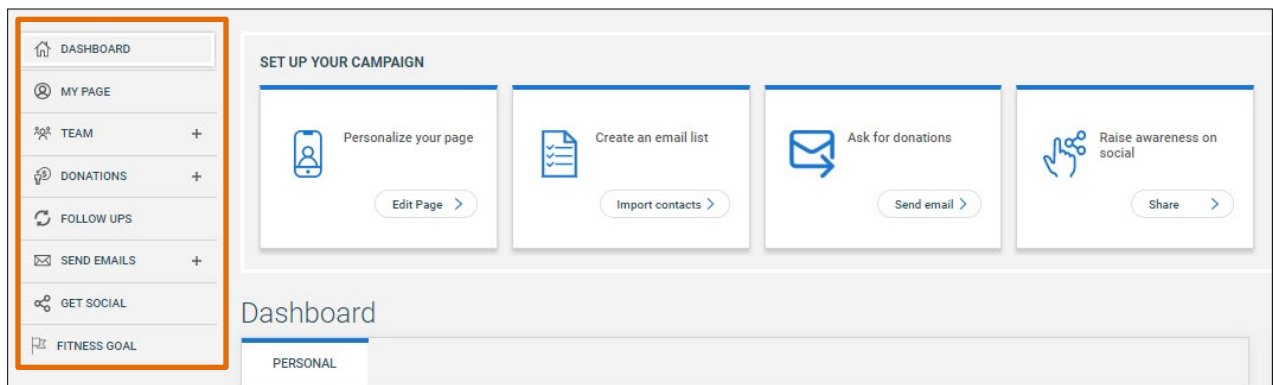
[Login to your Marcher Centre on KidneyMarch.ca](#) to start your journey!

In the Marcher Centre, you can personalize your fundraising page, manage your address book, create your email campaign as well as access your donation history. All this in one place!

1. Once registered, you can login to the Marcher Centre using the **“Login”** button found on the top right of your screen. Then, enter your username and password.



2. To explore the different Marcher Center tools, click on the options from the left menu bar.



PERSONALIZE YOUR PAGES

PERSONAL PAGE

Your page is your campaign's online presence and where supporters will come to make a donation. Personalize your page to showcase why the cause is important to you and appeal to donors by adding images and videos, your story, a personal URL, and your fundraising goal.



Before editing your page, make sure that your photos and videos are ready to be published.

Photos Upload

Photos must be less than 2MB.

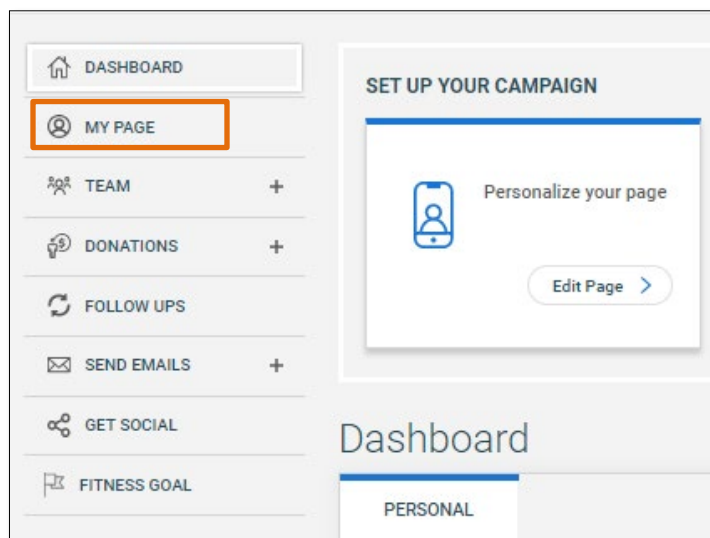
Reducing the size of your files can be done on your computer or camera's photo editor or using an online service like the [TinyJPG - Smart JPEG and PNG compression website](#).

It is also recommended to choose a photo where the subject is placed in the center. If shared on social media, this will lower the chances that important parts of your photo get cut off to fit platform's requirements.

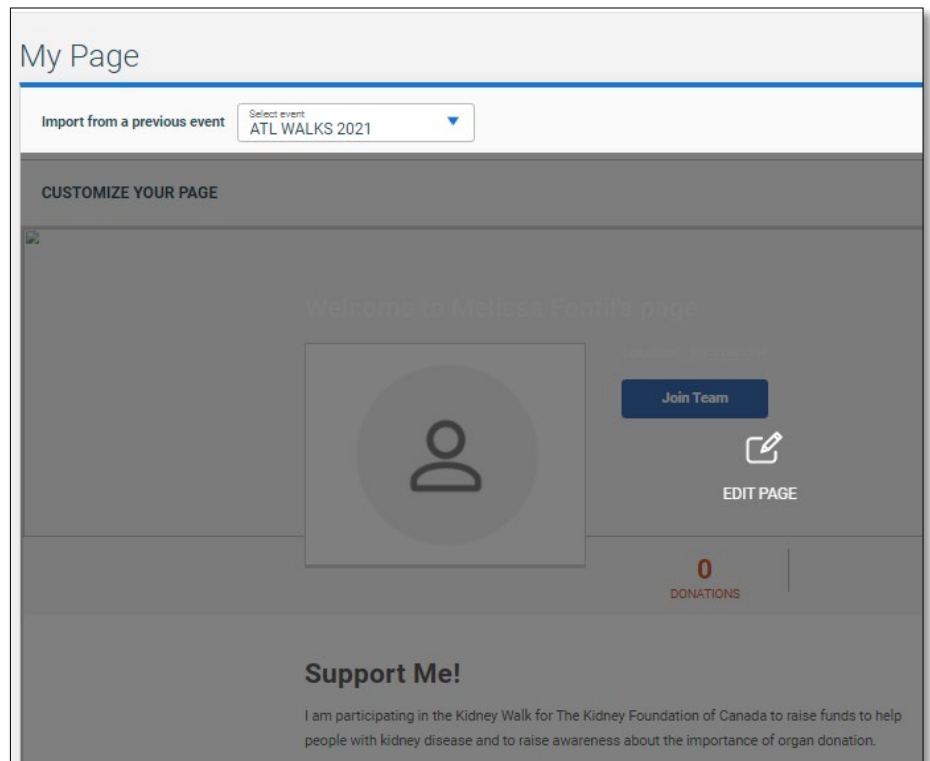
Videos Upload

Videos must first be uploaded to YouTube.

1. From the Marcher Center Dashboard, click on **"My Page"** from the left menu bar. If applicable, you can also use the **"Edit Page"** button from the "Set Up Your Campaign" section.

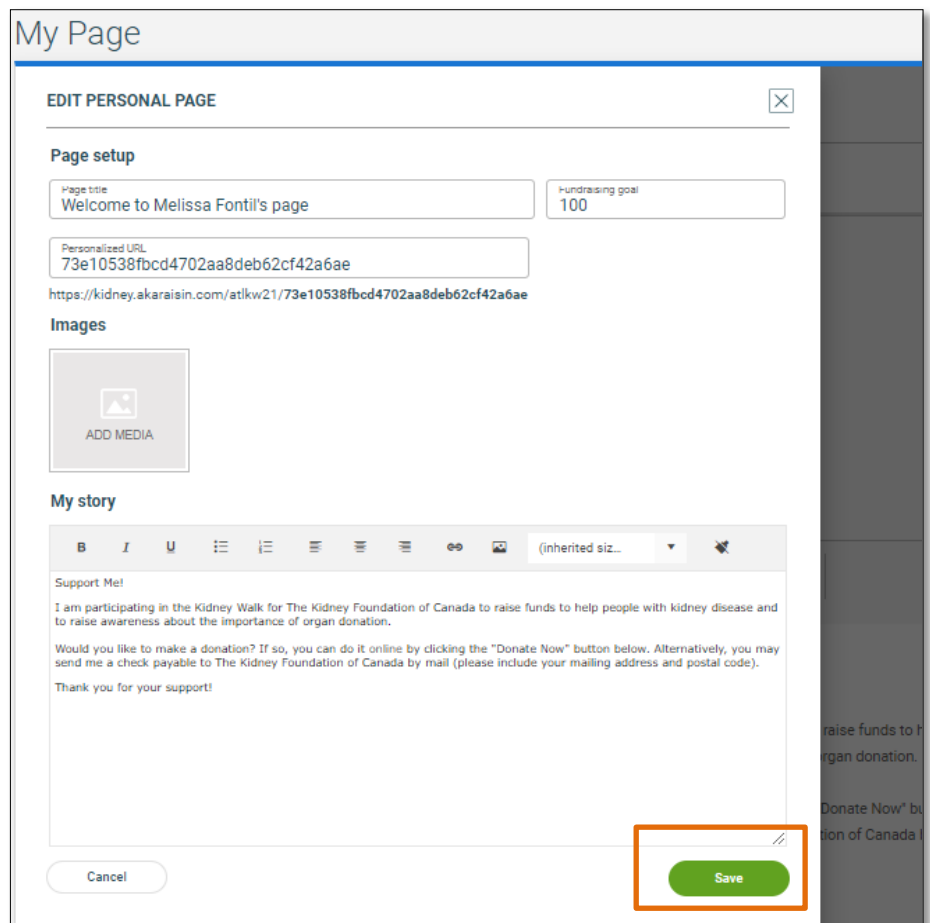


2. Put your cursor on the “Customize Your Page” section in the middle of the page and click “**Edit Page**”.



3. Use the Edit Personal Page window to modify and/or add your: personal page title fundraising goal personal URL images & videos text found under your story section.

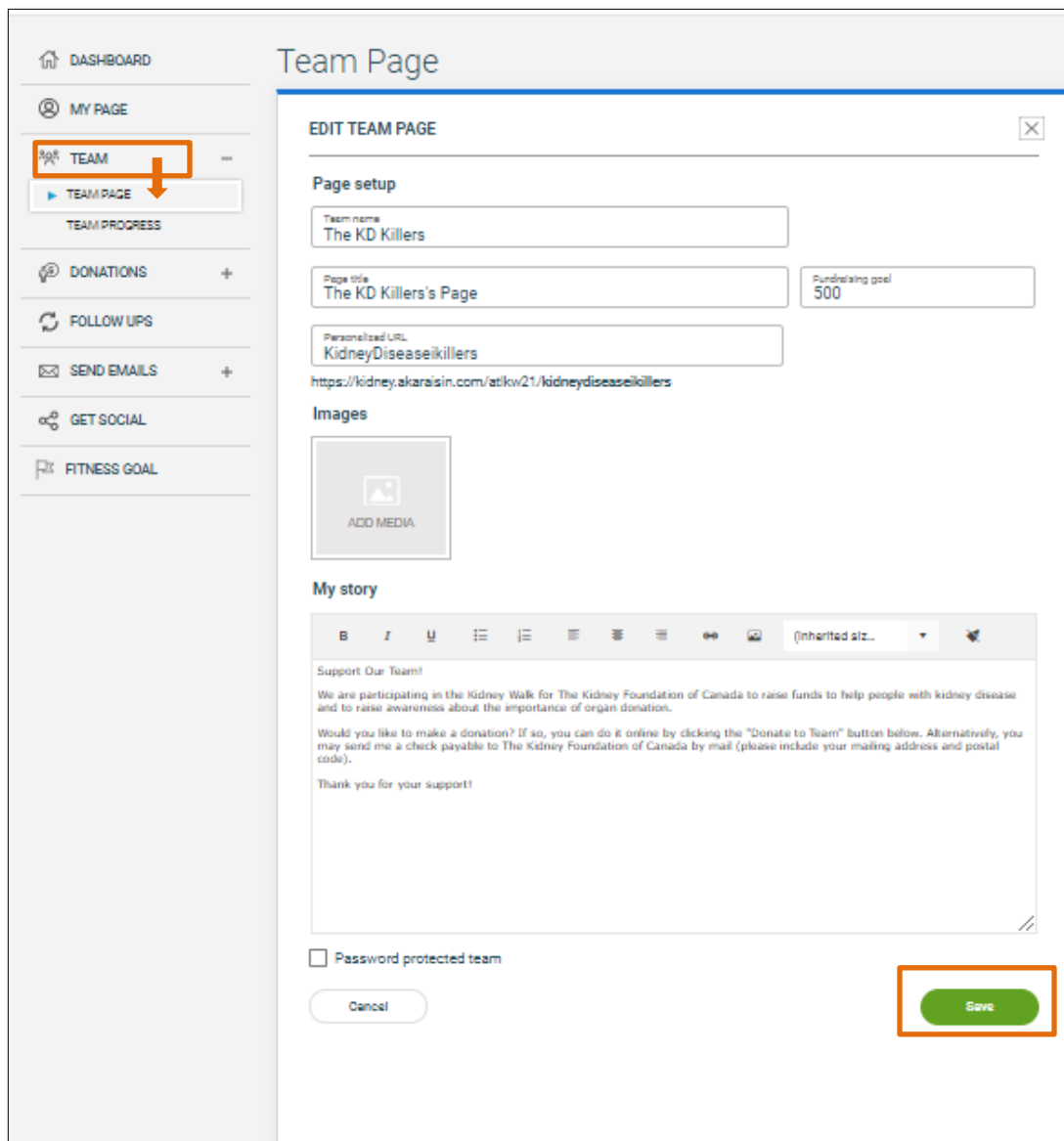
4. Review the information and always remember to click on the “**Save**” button at the bottom right of the window to save your changes.



TEAM PAGE

Team Captains will also have access to their team page, which can be personalized as well.

1. From the Participant Center Dashboard, click on "Team". Then, click on "Team Page" to start your customization.
2. Follow the same steps for the personal page to personalize your team page.

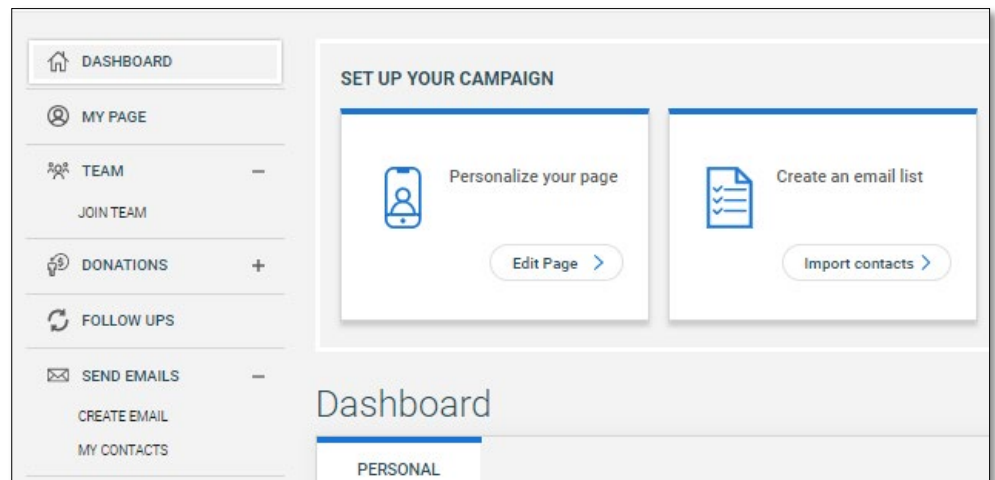


CREATE AN EMAIL CAMPAIGN

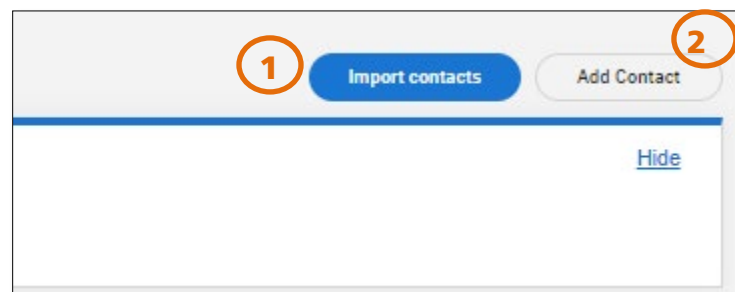
YOUR EMAIL CONTACT LIST

The “My Contacts” tool allows you to build an address book of potential donors by adding or importing contacts from other platforms.

1. From the Marcher Center Dashboard, click on “**Send Emails**” from the left menu bar and then, select “**My Contacts**”. If applicable, use the “**Import contacts**” button from the “Set Up your Campaign” Section.



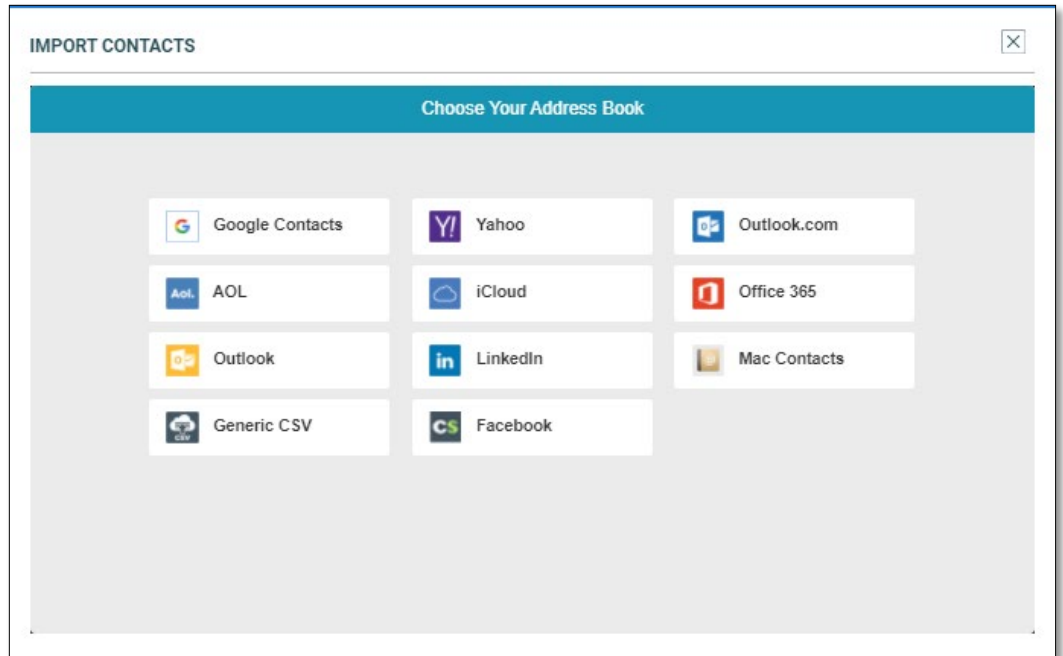
2. You can add your contacts using two different methods.



Method 1:

You can import contacts from an existing address book such as Outlook, iCloud, Google Contacts, an Excel CSV file and so many others.

Select the preferred platform and follow the instructions on your screen to complete your import.

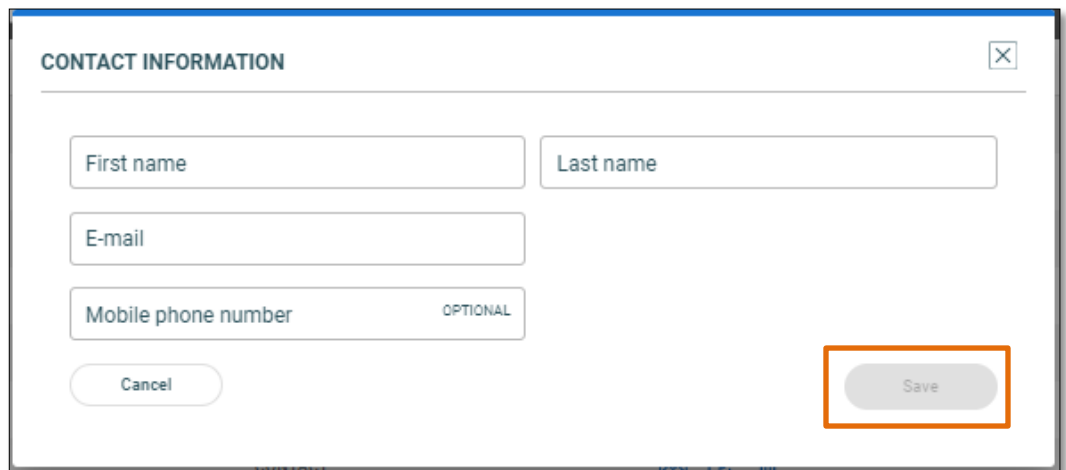


Most options available will require you to login to your personal account. Don't worry, your contacts are private to you only.

Method 2:

You can add your contacts manually by filling the required information (first name, last name and e-mail) for each contact you wish to e-mail.

Use the **“Save”** button to save your contact information.



PERSONALIZE YOUR EMAIL CONTENT

Send a personalized email to your contact list to increase your chances of reaching your goal! Several sample emails are available to use throughout each step of your campaign or you can create your own email message using a blank email template.

The screenshot shows the 'CREATE EMAIL' interface. At the top, there is a 'Template' dropdown menu set to 'Sponsor Me' and language options for 'EN' and 'FR'. Below this are three main input areas: 'Send To' (labeled 'Recipients' with a plus icon and a callout '2'), 'Subject' (with a callout '3'), and 'Message' (with a rich text editor toolbar and a callout '4'). The message body contains a sample email with placeholders like [%ContactFirstName%], [%GroupEventStartDate%], [%MyFundraisingGoal%], and [%MyFullName%]. A red arrow points to a link at the bottom of the message field that says '...content added to end of email here. [View content >](#)'. At the bottom of the interface are two buttons: 'Save as template' and 'Send email' (highlighted with a callout).

1. Select a Template or start your message from scratch by using the Blank Template.
2. Enter or select the contacts that you would like to e-mail.
Contacts can be added in a few ways:
 - If the contact has already been added, type their name or e-mail address and the system will automatically recognize them.
 - If the contact does not already exist in your list, you can type their e-mail address.
 - Click the “+” icon to open your contact list, then add them to your address book.
3. In the subject field, type and/or modify the subject line that you would like to appear in your e-mail.
4. In the message field, type your message. Use the tools at the top of the edit window to edit and format your message.



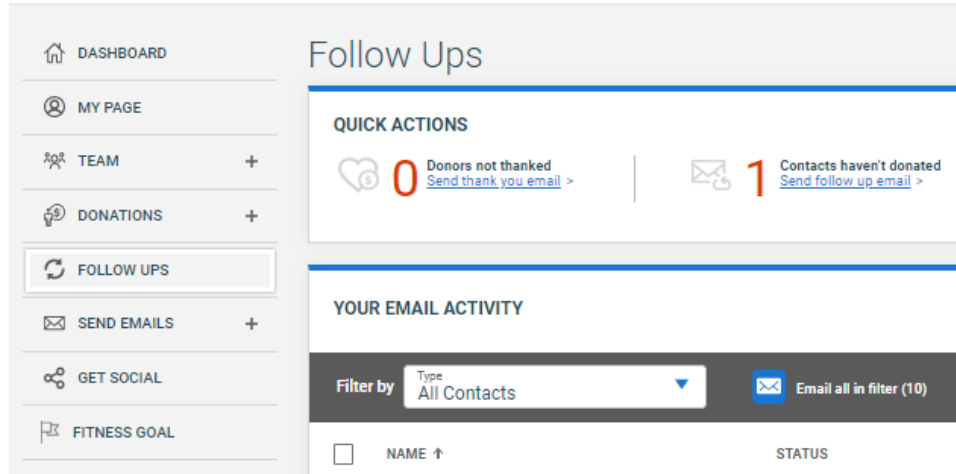
**If you selected a Sample E-mail,
the default message will appear in the body of the message.**

5. Review the information and “Save as Template” for future use or click on “Send Email” to send out your message.

QUICK FOLLOW UPS

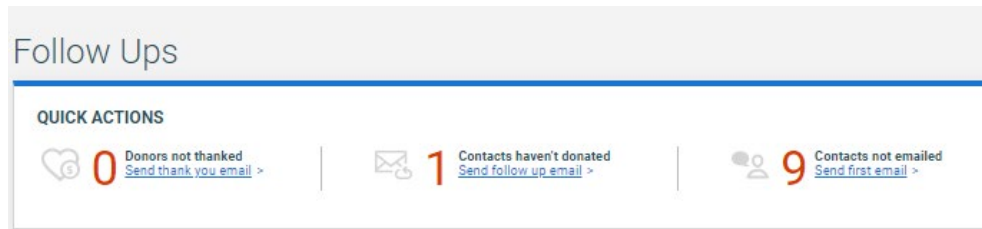
Track the effectiveness of your emails by seeing who opened or viewed your email or donated to you. This allows you to tailor your messages for new contacts, contacts you've already emailed or simply thank your donors.

1. From the Marcher Center Dashboard, click on "**FOLLOW UPS**" from the left menu bar.

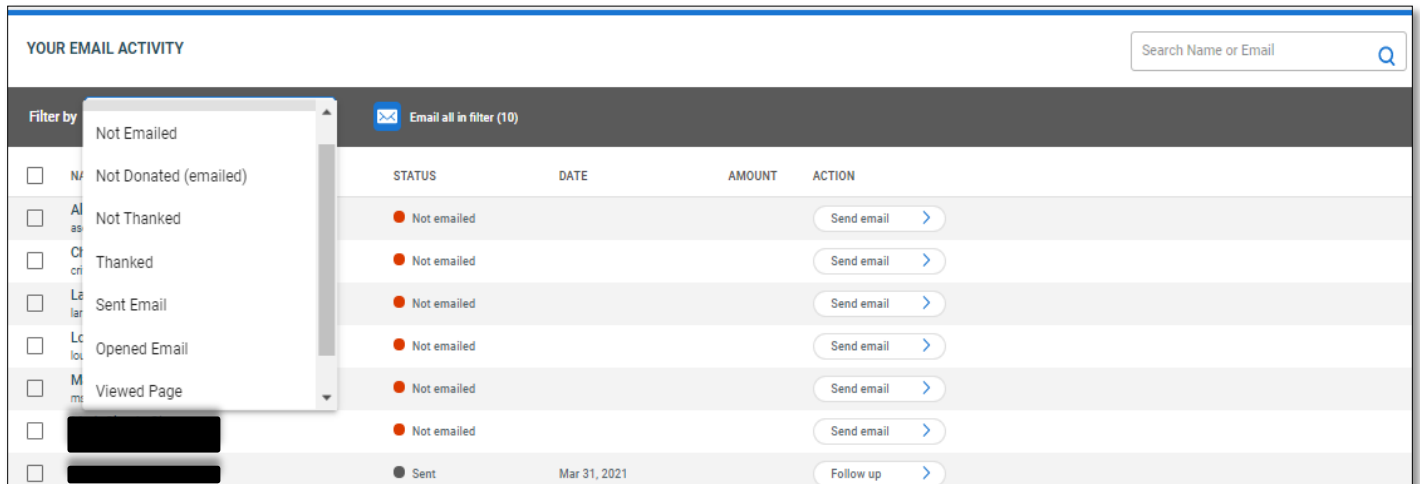


The screenshot shows the 'Follow Ups' dashboard. On the left is a navigation menu with options: DASHBOARD, MY PAGE, TEAM (+), DONATIONS (+), FOLLOW UPS (highlighted), SEND EMAILS (+), GET SOCIAL, and FITNESS GOAL. The main content area is titled 'Follow Ups' and contains a 'QUICK ACTIONS' section with two items: '0 Donors not thanked' with a link 'Send thank you email >' and '1 Contacts haven't donated' with a link 'Send follow up email >'. Below this is a 'YOUR EMAIL ACTIVITY' section with a 'Filter by' dropdown set to 'Type All Contacts' and a button 'Email all in filter (10)'. At the bottom, there is a table header with columns 'NAME ↑' and 'STATUS'.

2. Take a look at the **QUICK ACTIONS** section. It will quickly filter and show you how many contacts you have in each category, so you can start an email to those contacts.



This screenshot shows the 'Follow Ups' dashboard after filtering. The 'QUICK ACTIONS' section now displays three items: '0 Donors not thanked' with a link 'Send thank you email >', '1 Contacts haven't donated' with a link 'Send follow up email >', and '9 Contacts not emailed' with a link 'Send first email >'.



3. Filter your e-mail activity by contacts by using the “Filter by” drop down menu. There are a various filter types to support your campaign:

- All Contacts: All of your contacts found on the platform
- Not Emailed: New contacts who you have not yet emailed
- Not Donated (emailed): Contacts who you have emailed, but have not yet donated
- Not Thanked: Donors who you have not yet thanked
- Thanked: Thanked donors
- Sent Email: Contacts who you have emailed, but have not opened the email or donated
- Opened Email: Contacts who have opened one of your emails
- Viewed Page: Contacts who you have emailed and viewed you page, but not donated
- All Donors: All of you donors – thanked and not thanked

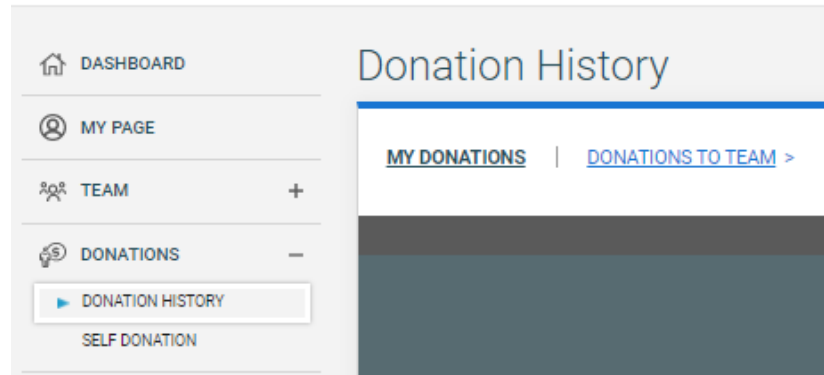


You will notice that donors who were not originally among your contacts are automatically added to the My Contacts and Follow-ups sections so that all donor information is kept together.

DONATION HISTORY

See who has donated and track who you've personally thanked to ensure the donors feel appreciated. Team Captains also have the ability to view and thank donors to who have given directly to the Team.

1. From the Marcher Center Dashboard, click on **DONATIONS** from the left menu bar.



2. Thank your donors by checking the box next to each donor you wish to thank.
 - You may select one or many donors to thank in a single email. If you can't find a donor, use the "Search" box to type their name directly or click the Name, Amount or Date column headers to re-sort your list.
 - The contacts you chose will be available as recipients for you to send a personal thank you email to them. We recommend using the Thank You template made available to you!
 - If you've thanked a donor outside of your Marcher Centre (let's say by text on in-person), you can manually switch them by changing them to Yes. Doing so will automatically consider them as having been "thanked" and exclude from any filters for "Unthanked" donors.



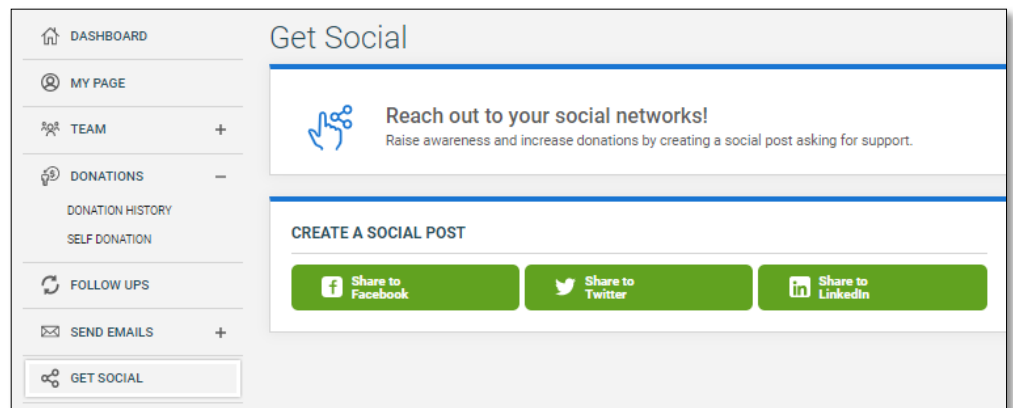
You can always use the SELF DONATION menu option to make a quick donation as yourself to your campaign and/or team.

RAISE AWARENESS ON SOCIAL

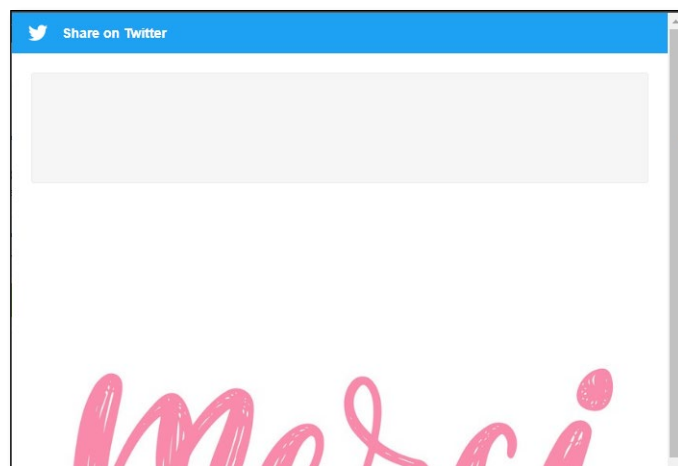
SOCIAL POSTS

Spread the word about your campaign by creating a social media post! Tell family and friends about why you're fundraising and how to support you. There are currently three main social networks from which you can create a post: Facebook, Twitter and LinkedIn. Try to be concise! Some platforms limit the number of characters.

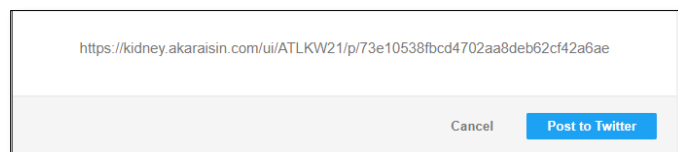
1. From the Marcher Center Dashboard, click on **GET SOCIAL** from the left menu bar.



2. Click on the green **social media** button of your choice. In the next pop-up that appears, write your post in the text box provided. Your page photo and link are also automatically included in the post.



3. Click the **"Post to"** button at the bottom. Log in to your account to complete the post.



SHARE YOUR FITNESS GOAL

PERSONAL FITNESS CHALLENGE

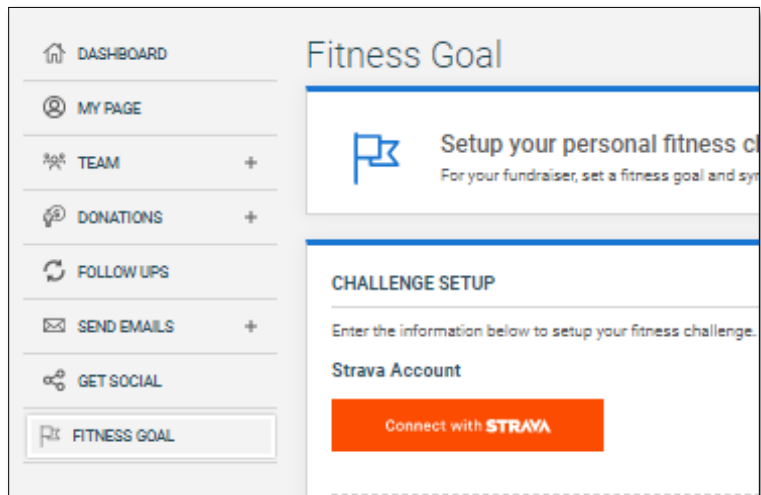


Connect with other marchers by displaying your personal fitness goal on your page, post your walks on social media and share your achievements with your supporters and donors using Strava!

STRAVA

Strava is a multi-device fitness-tracking application helping millions of athletes worldwide achieve their fitness goal alongside other passionate and dedicated athletes.

1. From the Marcher Center Dashboard, click on **FITNESS GOAL** from the left menu bar.



You need a Strava account to display your fitness activity on your page. To set up an account, visit our guide on how to use STRAVA for Kidney March.

CHALLENGE SETUP

Enter the information below to setup your fitness challenge. Once there is an activity logged in Strava, a 'My Activity' widget will appear on your page displaying your total activity

Strava Account

[Connect with STRAVA](#)

Challenge details

Display activity totals for: Distance Time ?

Personal Goal optional ?

CHARACTERS REMAINING 150

Hide 'My Activity' widget on my page

Team Goal optional ?

CHARACTERS REMAINING 150

Hide 'Team Activity' widget on team page

Start Date

3/16/2021

End Date

9/27/2021

?

[Update](#)

2. Once you have a Strava account, click on the orange "Connect STRAVA" button to start syncing your activity.
3. Enter your Strava username and password and follow the prompts to authorize permissions between accounts. It might take a couple of seconds before completion.
4. Your activity will be converted into Distance and Time on your page. Check which option(s) you would like to display.
5. Choose the Start and End Date for your challenge based on our current Kidney March event dates.
6. Check the box to "Hide the My Activity widget" if you'd like to keep the challenge private at any time. Team Captains will also have the option to "Hide Team Activity Widget" from their team's page by checking the appropriate box.
7. Review the information entered and click the green "Update" button to save your changes.